



**EMI announces multi-territory download deal with  
Lightspeed Research and The Licensing Agency (TLA)**  
*Consumers to receive EMI music and video downloads upon completion of  
market research questionnaires*

**LONDON, 18<sup>th</sup> January 2008:** EMI Music today announced a partnership with The Licensing Agency (TLA) to supply music and video downloads to consumers upon completion of Lightspeed Research questionnaires. Music fans will be incentivised to complete the market research questionnaires, which span a wide range of topics, by receiving a code which can be redeemed for a download of their choice from an extensive library of EMI tracks and videos. The downloads can be found at the Lightspeed Research music download platform, [www.songs4surveys.com](http://www.songs4surveys.com) designed by [mc-creation.com](http://mc-creation.com), part of the TLA Group.

The multi-territory deal covers the key markets of the UK and Ireland, France, Germany, Spain and Italy, Sweden and the Netherlands, with the US and Canada covered in a deal previously struck between EMI and TLA. Consumers will be able to make their choice of music and videos from EMI's rich back catalogue as well as new releases, with at least 168,000 tracks made available for download in the deal from EMI artists including KT Tunstall, Lily Allen and The Chemical Brothers.

Giles Harris, Head of Music and Brands, EMI Music UK, comments "This new deal demonstrates perfectly how we are maximising the versatility of our music and videos through branded online incentive promotions."

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**About Lightspeed Research**

Lightspeed Research is global interactive data solutions provider delivering market research results through global panels and products. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling, supporting studies that range in scope and complexity across most industry sectors. These panels cover healthcare, financial services, automotive, B2B, telco, family and more. Lightspeed Research is a member of WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit [www.lightspeedresearch.com](http://www.lightspeedresearch.com)

**About EMI Music**

EMI Music is the recorded music division of EMI Group, the world's largest independent music company. Its EMI Music division represents artists spanning all musical tastes and genres. Its record labels include Angel, Astralwerks, Blue Note, Capitol, Capitol Nashville, EMI Classics, EMI CMG, EMI Records, EMI Televisa Music, Manhattan, Mute, Parlophone and Virgin. Artists on EMI labels include Lily Allen, The Beatles, Coldplay, Corinne Bailey Rae, The Good The Bad & The Queen, Gorillaz, Norah Jones, The Kooks, Korn, Kylie Minogue, Pink Floyd, Rolling Stones, Joss Stone, 30 Seconds To Mars, KT Tunstall, Keith Urban and Robbie Williams, as well as international artists such as Amaral (Spain), Diam's (France), Utada Hikaru (Japan), LaFee (Germany), Radja (Indonesia), RBD (Mexico) and Vasco Rossi (Italy).

EMI has been at the cutting edge of the rapidly growing digital music marketplace since it released David Bowie's 'Hours' as the world's first ever album to be offered as a digital download in 1999. EMI has signed agreements with hundreds of digital partners to distribute its music across the globe. It continues to facilitate the development of a growing range of new digital business models to enable fans to experience and purchase its artists' output through a number of different platforms including advertising-supported online music streaming in China through Baidu, legal peer-to-peer agreements with QTrax, Mashboxx and GNAB, and a deal to offer advertising-supported videos on mobile phones in the US through Rhythm NewMedia.

For further information on EMI, please visit: [www.emigroup.com](http://www.emigroup.com).

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**About The Licensing Agency (TLA):**

Founded in 2002 by Jill Goldworn and Denis Huré, The Licensing Agency is an international marketing services agency specialising in providing digital content for promotions. Representing publishers in the video game, film, TV, music, software and mobile entertainment industries, TLA offers a wide selection of promotional products that can be provided on CD/DVD, Blu-ray/HD-DVD, flash memory, on-line or WAP. TLA also provides brands with theatrical cinema release partnerships from major motion picture studios.

Head-quartered in Dublin with offices in London, Paris, Hamburg and near Los Angeles, and with partnership representation in Asia, TLA is able to provide promotional content on national, regional or global basis. TLA also provides digital design services through its design studio, mc-creation.com; and brand development services through TLA-Brand Development.

More information on TLA and its services can be found by visiting [www.tlagency.com](http://www.tlagency.com).

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